

## Electronic Acknowledgement Receipt

<b>EFS ID:</b>	8716428
<b>Application Number:</b>	10043714
<b>International Application Number:</b>	
<b>Confirmation Number:</b>	6438
<b>Title of Invention:</b>	SYSTEM, METHOD, AND SOFTWARE APPLICATION FOR TARGETED ADVERTISING VIA BEHAVIORAL MODEL CLUSTERING, AND PREFERENCE PROGRAMMING BASED ON BEHAVIORAL MODEL CLUSTERS
<b>First Named Inventor/Applicant Name:</b>	Isaac Bentolila
<b>Customer Number:</b>	23386
<b>Filer:</b>	Joel M. Fogelson
<b>Filer Authorized By:</b>	
<b>Attorney Docket Number:</b>	MET2.PAU.25
<b>Receipt Date:</b>	27-OCT-2010
<b>Filing Date:</b>	09-JAN-2002
<b>Time Stamp:</b>	17:33:43
<b>Application Type:</b>	Utility under 35 USC 111(a)

### Payment information:

Submitted with Payment	no
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### File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/Message Digest	Multi Part/.zip	Pages (if appl.)
1		MNI020002USDOCSFORRECONSIDEREDPOA_27OCTOBER2010.PDF	1905557 5105280b4e5e661cec844498bd17f6064a4 a3c6e	yes	10

<b>Multipart Description/PDF files in .zip description</b>			
<b>Document Description</b>	<b>Start</b>	<b>End</b>	
Miscellaneous Incoming Letter	1	2	
Miscellaneous Incoming Letter	3	3	
Power of Attorney	4	5	
Assignee showing of ownership per 37 CFR 3.73(b).	6	7	
Assignee showing of ownership per 37 CFR 3.73(b).	8	10	

**Warnings:**

**Information:**

<b>Total Files Size (in bytes):</b>	1905557
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**New Applications Under 35 U.S.C. 111**  
If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

**National Stage of an International Application under 35 U.S.C. 371**  
If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

**New International Application Filed with the USPTO as a Receiving Office**  
If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.